



**JONATHAN E. FIELDING, M.D., M.P.H.**  
Director and Health Officer

**JONATHAN E. FREEDMAN**  
Chief Deputy Director

313 North Figueroa Street, Room 806  
Los Angeles, California 90012  
TEL (213) 240-8117 • FAX (213) 975-1273

[www.publichealth.lacounty.gov](http://www.publichealth.lacounty.gov)



**BOARD OF SUPERVISORS**

**Gloria Molina**  
First District

**Mark Ridley-Thomas**  
Second District

**Zev Yaroslavsky**  
Third District

**Don Knabe**  
Fourth District

**Michael D. Antonovich**  
Fifth District

August 2, 2011

TO Each Supervisor

FROM : Jonathan E. Fielding, M.D., M.P.H. *JEF*  
Director and Health Officer

SUBJECT: **RESPONSE TO MOTION ON PUBLIC HEALTH EMERGENCY  
PREPAREDNESS CAMPAIGNS AND ASSOCIATE OUTREACH EFFORTS TO  
ENGAGE DIVERSE COMMUNITIES**

On July 5, 2011, your Board of Supervisors directed the Chief Executive Officer and the Director of Public Health to report back to the Board within four weeks on the current and planned Los Angeles Public Health Emergency Preparedness Campaigns and the associate outreach efforts to engage the diverse communities in our County (Asian, Hispanic, Armenian, and African American, among others) in preparedness and resilience building activities.

Attached is the report on the Department of Public Health's (DPH) planned efforts related to community engagement and community resilience programs focused on the diverse racial/ethnic communities in Los Angeles County. The report entitled, *Community Outreach and Engagement to Diverse Populations at the Los Angeles County Department of Public Health (DPH)*, presents some of the current outreach and engagement strategies and approaches with these populations.

If you have any questions or would like additional information, please let me know.

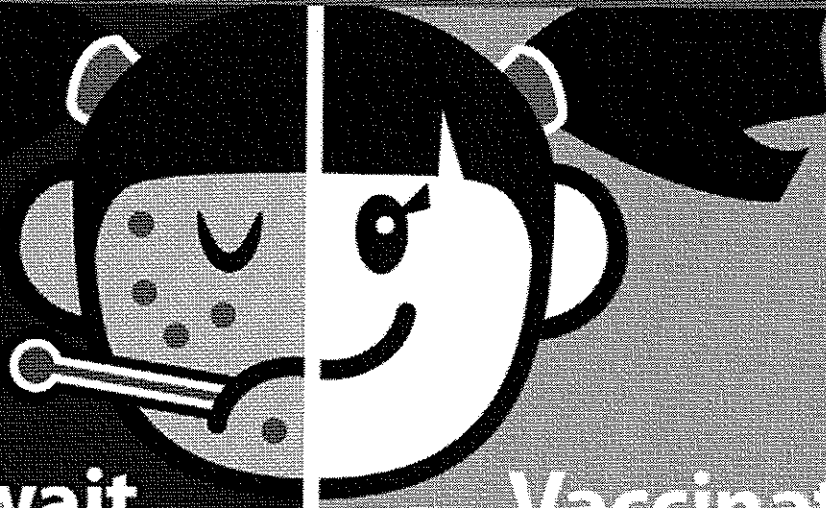
JEF:ap  
PH:1107:002

Enclosure

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors

# August 2011

## Community Outreach and Engagement to Diverse Populations at the Los Angeles County Department of Public Health (DPH)



**Don't wait**

**Vaccinate**

Visit [www.vaccinateLA.com](http://www.vaccinateLA.com) or call 211.

**STAY HEALTHY. VACCINATE.**

This publication was supported by Grant Cooperative Agreement Number 5U57P000005-01 from CDC. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of CDC.



COUNTY OF LOS ANGELES  
**Public Health**

## TABLE OF CONTENTS

I.	EXECUTIVE SUMMARY.....	3
II.	BACKGROUND .....	5
III.	COMMUNITY RESILIENCE: BACKGROUND AND DEFINITIONS.....	6
	Figure 1: Visual Representation of DPH Community Resilience Strategies .....	6
IV.	COMMUNITY OUTREACH .....	7
A.	Stay Healthy. Vaccinate. Campaign (VaccinateLA).....	7
	Figure 2: VaccinateLA Contractor Responsibilities.....	7
	Figure 3: English/General Market/Asian Pacific Islander Market/Billboard .....	10
	Figure 4: Spanish/Hispanic Market/Billboard .....	10
	Figure 5: English/African-American Market/Billboard .....	10
	Figure 6: Russian/Eastern European Market/Busboard.....	11
	Figure 7: Korean/Asian Pacific Islander Market/Website .....	12
B.	Prepare2Respond Campaign .....	12
	Figure 8: Prepare2Respond Contractor Responsibilities.....	13
	Figure 9: English/General Market/Billboard .....	15
	Figure 10: Spanish/Hispanic Market/Billboard .....	15
	Figure 11: Korean/Asian Pacific Islander Market/Print Ad.....	16
IV.	BUILDING ORGANIZATIONAL PARTNERSHIPS AND CAPACITY FOR PREPAREDNESS.....	17
A.	Child Care Resource and Referral (R&R) Centers .....	17
B.	Los Angeles County Disaster Resilience Project (LACCDR).....	18
V.	CONCLUSION/NEXT STEPS.....	22
V.	APPENDIX A: VACCINATELA OUTREACH STRATEGIES .....	23
VI.	APPENDIX B: PREPARE2RESPOND MEDIA OPPORTUNITIES.....	24

## I. EXECUTIVE SUMMARY

In 2009, the H1N1 Influenza Pandemic prompted the Los Angeles County (LAC) Department of Public Health (DPH) to mobilize a large scale response that continued throughout the year and well into 2010. This response included public messaging, the distribution of nearly four million doses of vaccine to almost 4,000 providers, and direct vaccination of over 230,000 individuals at 109 Points of Dispensing (PODs). The Pandemic also provided a unique opportunity for DPH to thoroughly evaluate its disaster preparedness and response capabilities. RAND Corporation conducted a thorough After Action Review (AAR) of DPH's response operations and identified areas for improvement.

DPH's current and planned Community Engagement and Community Resilience programs and activities are in direct response to the AAR and to the recognition that connections can be strengthened with the numerous diverse communities within LAC. Asian, Hispanic, Armenian, African-American, and other racial/ethnic groups are aided by specific outreach strategies to inform and engage them in preparedness and resilience building activities. This report presents some of our current outreach and engagement strategies and approaches with diverse populations. These projects include two public media campaigns, the Stay Healthy. Vaccinate. Campaign (*VaccinateLA*) and the Prepare2Respond Campaign, as well as numerous efforts build relationships with external partners, and assess the preparedness and response needs of diverse populations.

The *VaccinateLA* campaign is multi-media campaign that encourages parents and other caretakers to vaccinate their young ones. The campaign promotes vaccine literacy through social media venues like YouTube, Twitter, a website ([www.vaccinatela.com](http://www.vaccinatela.com)) and Facebook. Goals of the campaign include: improving perception of DPH as a trusted messenger of health information, improving acceptance of childhood immunizations and immunization rates among caretakers of persons ages 0-24, including Tdap (Pertussis) and flu, developing messaging and materials that visually reflect LA County's diversity, and developing messaging and materials that meet the language needs of diverse populations (e.g. English, Spanish, Korean, Mandarin, Tagalog, Thai, Farsi, Armenian, and Russian). *VaccinateLA* messaging and visuals are so popular that California Department of Public Health picked them up for its efforts and the State of Indiana is exploring doing the same.

The *Prepare2Respond* campaign is a comprehensive, culturally and linguistically appropriate multi-media campaign that encourages community-level preparedness and resiliency. Developed over the last six months and launched in July 2011, this campaign represents a paradigm shift from a singular focus on individual-level preparedness to a broader community-level preparedness message. This is now the umbrella message that links to and connects with DPH's comprehensive community preparedness and response activities. Lessons from Hurricane Katrina and other more recent disasters teach us that government help will often be delayed, and that immediately following a disaster, neighbors will be the first responders. As such, building community capabilities is a core message. While making a plan or a kit is a component of preparedness, it is an incomplete strategy. The message at the heart of the campaign is that in a disaster, the people that surround you will become your first responders. All Prepare2Respond messages will link to a revised preparedness Community Outreach and Engagement to Diverse Populations

website that provides detailed information about Emergency Preparedness and Response resources in LAC and key updates and community events.

Vaccine literacy is at the core of preparedness and engagement, and builds awareness and trust directly with community members and organizational partners. The DPH project with the Child Care Resource and Referral (R&R) Centers is another large-scale intervention aimed at improving vaccine literacy and broader community understanding of community preparedness. Through this project, DPH built on the capacity of R&R Centers in LAC and their associated child care centers and providers to administer vaccine to at-risk, low-income and ethnically and linguistically diverse children and their families. In February 2011, prior to the initiation of vaccine clinics, contracted and subcontracted agencies were provided with an Influenza 101 Presentation which provided an overview of influenza infection, containment and prevention strategies. A Pertussis (Tdap) 101 course was provided to all contracted and subcontracted agencies in May 2011. As of mid-July 2011, 15 Tdap clinics have been conducted by the R&R agencies and approximately 1000 doses have been administered. Additionally R&R network staff participated in Vaccination/Pandemic Flu and Emergency Preparedness Train-the-Trainer Workshops and trainings are currently being held for internal R&R staff.

An additional strategy to help engage diverse communities is the Los Angeles County Community Disaster Resilience Project (LACCDR), which is designed to improve the capacity of local faith-based and community-based organizations to respond to emergencies. In partnership with Emergency Network Los Angeles (ENLA), RAND Corporation, and University of California, Los Angeles's Center for Health Services and Society, LACCDR has developed an expanding network of community agencies that work consistently with the DPH and ENLA to develop community resilience within the context of public health disasters. The project has allowed DPH to connect with key constituents throughout the County, including specific underserved communities such as vulnerable populations, families with children, and faith-based organizations. Three community preparedness and resilience stakeholder groups are currently working to engage community partners more fully in emergency preparedness and activities that build resilience. The three workgroups, Communications/Information, Community Partnerships and Vulnerable Populations, are identifying existing social networks, services and resources that can be dually used for improving emergency preparedness and resilience or otherwise leveraged toward the goal of increasing preparedness in diverse communities and among vulnerable populations. The three topic areas are critical for DPH to better in order to fulfill the responsibilities outlined in the CDC Community Resilience Capabilities (Community Preparedness and Community Recovery) in the COMMUNITY RESILIENCE: BACKGROUND AND DEFINITIONS below.

As DPH continues working to achieve the CDC's Public Health Preparedness Capabilities on community resilience, it will broaden and deepen its engagement of diverse communities, connect with multiple programs throughout DPH and further develop connections and coordination with other County Departments such as Office of Emergency Management and the Department of Mental Health.

## **II. BACKGROUND**

In 2009, the H1N1 Influenza Pandemic prompted the Los Angeles County (LAC) Department of Public Health (DPH) to mobilize a large scale response that continued throughout the year and well into 2010. This response included public messaging, the distribution of nearly 4 million doses of vaccine to almost 4,000 providers, and direct vaccination of over 230,000 individuals at 109 Points of Dispensing (PODs). The Pandemic also provided a unique opportunity for DPH to thoroughly evaluate its disaster preparedness and response capabilities. RAND Corporation conducted a thorough After Action Review (AAR) of DPH's response operations and identified areas for improvement.

DPH's current and planned Community Engagement and Community Resilience programs and activities are in direct response to the AAR and to the recognition that connections can be strengthened with the numerous diverse communities within LAC. Asian, Hispanic, Armenian, African-American, and other racial/ethnic groups are aided by specific outreach strategies to inform and engage them in preparedness and resilience building activities. This report presents some of our current outreach and engagement strategies and approaches with diverse populations.

### III. COMMUNITY RESILIENCE: BACKGROUND AND DEFINITIONS

DPH's Community Engagement and Resilience efforts are based on The Centers for Disease Control and Prevention's (CDC) new Public Health Preparedness Capabilities. The CDC's Public Health Preparedness Capabilities are national standards for state and local health departments to plan for community resilience. Community resilience is the capacity of the community as a whole to prepare for, respond to and recover from adverse events and unanticipated crises that threaten the health of all.

The first two of the 15 CDC Capabilities are directly addressed in our community resilience efforts. Capability 1 is "Community Preparedness" and it includes four functions: 1) determine risks to the health of the jurisdiction, 2) build community partnerships to support health preparedness, 3) engage with community organizations to foster public health, medical, and mental/behavior health social networks, and 4) coordinate training or guidance to ensure community engagement in preparedness efforts. Resilience needs to be built before a disaster and is critical to the recovery of a community after a disaster. Capability 2 is "Community Recovery." Its three functions parallel those of Capability 1 and include 1) identifying and monitoring recovery needs, 2) coordinating community health and health system recovery operations, and 3) implementing corrective actions to mitigate damages. Together, the Community Preparedness and Community Recovery Capabilities comprise community resilience.

DPH has undertaken a variety of activities that promote community engagement with ethnically diverse populations and special needs groups to increase preparedness over the course of the past year. These projects include two public media campaigns, the Stay Healthy. Vaccinate. Campaign and the Prepare2Respond Campaign, as well as focused efforts build relationships with external partners, and assess the preparedness and response needs of diverse populations. Figure 1, below, illustrates the three strategies that comprise DPH's community preparedness and resilience efforts: Community Outreach, New Relationships and Capacity Building, and Risk-based Planning Initiatives.

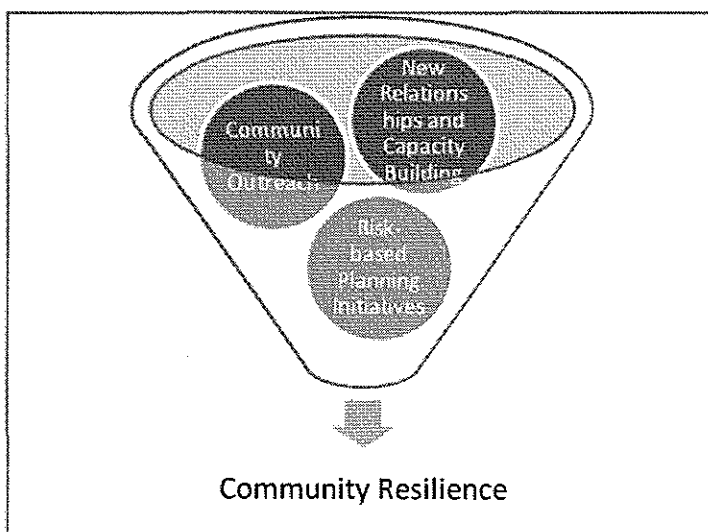


Figure 1: Visual Representation of DPH Community Resilience Strategies

IV. COMMUNITY OUTREACH

Vaccine literacy is at the core of preparedness and engagement, and builds awareness and trust directly with community members and with organizational partners. In the long term, the norming of vaccine behavior and resultant increase in vaccine uptake in diverse populations will enable successful provision of other Medical Counter Measures such as antibiotics to anthrax exposure, a key element of any large-scale emergency response. DPH has engaged in several large-scale interventions aimed at improving vaccine literacy and broader community understanding of community preparedness: the Stay Healthy. Vaccinate. Public Education Campaign, the Prepare2Respond Public Education Campaign and the project with Child Care Resource and Referral Centers in LAC.

A. Stay Healthy. Vaccinate. Campaign (VaccinateLA)

The multi-media campaign encourages parents and other caretakers to vaccinate their young ones with taglines such as, “You can protect your loved ones and community from serious illnesses like flu and whooping cough. Don’t wait. Vaccinate.” The campaign uses social media like YouTube, Twitter, a website ([www.vaccinatela.com](http://www.vaccinatela.com)) and Facebook to conduct vaccine literacy. *VaccinateLA* messaging and visuals are so popular that California Department of Public Health picked them up for its efforts and the state of Indiana is exploring doing the same. Campaign creative can be seen in Figures 3 through 7.

*Campaign Goal:* Caretakers of persons ages 0-24 perceive vaccination across the lifespan as “the norm.”

*Campaign Objectives:*

- Improve perception of DPH as a trusted messenger of health information.
- Improve acceptance of childhood immunizations among caretakers of persons ages 0-24, including Tdap (Pertussis) and flu.
- Improve immunization rates among caretakers of persons ages 0-24, including Tdap and flu.
- Develop messaging and materials that visually reflect LA County’s diversity.
- Develop messaging and materials that meet the language needs of diverse populations (e.g. English, Spanish, Korean, Mandarin, Tagalog, Thai, Farsi, Armenian, and Russian).

Figure 2: VaccinateLA Contractor Responsibilities

CONTRACTOR	ROLE
Clearchannel	Media buys: <ul style="list-style-type: none"><li>• Clearchannel Radio and Online</li><li>• Partnerships (outreach to clients, media exposure) Production</li><li>• Community newspapers and magazines</li></ul>



CONTRACTOR	ROLE
CBS	Media buys: <ul style="list-style-type: none"> <li>• CBS Radio and Online</li> <li>• Partnerships (outreach to clients, media exposure)</li> <li>• Community newspapers and magazines</li> <li>• Bus ads (bulletins, bus tails, Transit TV)</li> </ul>
Edelman	Creative concept development, project management, outreach to the General Market and to Eastern European Market (through a subcontract with Hye Media)
LAGRANT	Creative content and outreach to African-American and Hispanic populations, including a unique outreach opportunity and social media day with Lisa Leslie of the WNBA.
SAESHE	Creative content and outreach to Asian Pacific Islander populations

DPH worked with the Edelman, LAGRANT and SAESHE to target different segments of the media market, expand existing communication channels and templates to disseminate new CDC flu and California state TDap guidance relating to universal vaccination, personal protective precautions, and infection control. *VaccinateLA* was funded by the CDC through one-time-only Public Health Emergency Response (PHER) funding.

#### *Edelman*

Edelman is a global public relations firm with 52 offices, more than 3,200 employees and dozens of affiliates around the world, with a dedicated healthcare practice team based in Los Angeles. Edelman's professionals have worked in healthcare delivery, administration, regulation and communications, offering DPH an insider's perspective of the industry. Its understanding of the opportunities and challenges facing healthcare organizations has been built through years of working with patients, researchers, providers, employers, payors, advocacy groups, regulatory entities, professional associations and the media. Most recently, Edelman led the California Department of Alcohol and Drug Programs' *Me Not Meth* campaign, and Kaiser's *THRIVE* program.

Edelman lead collaborative efforts with DPH and other *VaccinateLA* firms to effectively reach the general and segmented markets by developing and implementing a comprehensive, culturally, and linguistically appropriate media campaign via multiple communication channels (e.g. public service announcements, social media platforms, outdoor media).

#### *LAGRANT Communications*

LAGRANT Communications is a multicultural agency based in Los Angeles that targets two of the most dominant communities in LAC – Hispanics and African-Americans. With more than 20 years of experience serving the needs of these communities, LAGRANT Communications has the bilingual and bicultural staff and necessary experience to effectively target these communities in a culturally relevant way that respects and

understands the nuances and barriers that exist regarding vaccinations. LAGRANT Communications worked collaboratively with DPH and other *VaccinateLA* media vendors to effectively reach the general market as well as African-American and Hispanic communities. LAGRANT coordinated a social media opportunity on Facebook and Twitter with Lisa Leslie, all-star of the Women's National Basketball Association (WNBA).

### *SAESHE*

SAESHE is an integrated marketing, advertising and public relations agency based in Los Angeles that represents almost every Asian American subgroup. SAESHE's marketing experts leverage their first-hand cultural experience to develop and implement hard-hitting marketing plans that effectively engage the Asian American market. With the ability to identify and consider the smallest cultural nuances that often go undetected, SAESHE merges history, tradition, and contemporary Asian and Asian American culture to create communication solutions that produce results. As such, SAESHE was uniquely qualified to develop customized messages and materials as part of a comprehensive immunization and flu prevention media campaign that reaches the Asian American market.

### *Outreach Strategy*

*VaccinateLA* outreach teams were present at various small, medium and large-scale community events throughout LAC between April and July 2011, including:

- 113th Philippine Independence Day Celebration
- Brittny Spears Concert
- City of Commerce Community Services Department Summer Safety Fair 2011
- City of Lawndale Health & Safety Fair
- City of Los Angeles Open House
- Fiesta Hermosa
- Homenentmen Navasardian Games
- Viva Los Dodgers
- Wango Tango

Paid Media was placed in a variety of community newspapers and online forums, radio and television, including:

- Al-Alam (Arab World)
- Armenian Life
- Chinese LA Daily News
- Facebook
- Haftah Bazaar
- KHIZ TV
- 102.7 KIIS FM
- 107.5 KLOVE FM
- Korea Daily
- Korea Herald Business
- Los Angeles Sentinel

- Monterey Park Comet
- AM 1110 Radio Disney
- Twitter
- Vida Nueva

For a full list of *VaccinateLA* outreach activities, please see Appendix A.

Figure 3: English/General Market/Asian Pacific Islander Market/Billboard

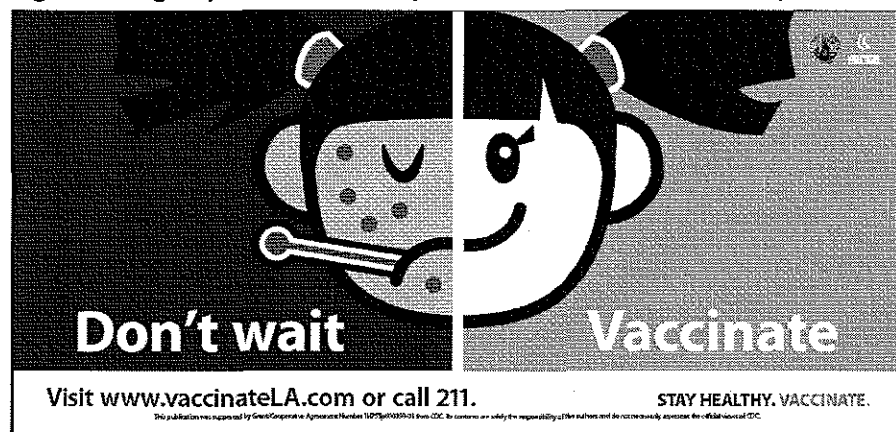


Figure 4: Spanish/Hispanic Market/Billboard

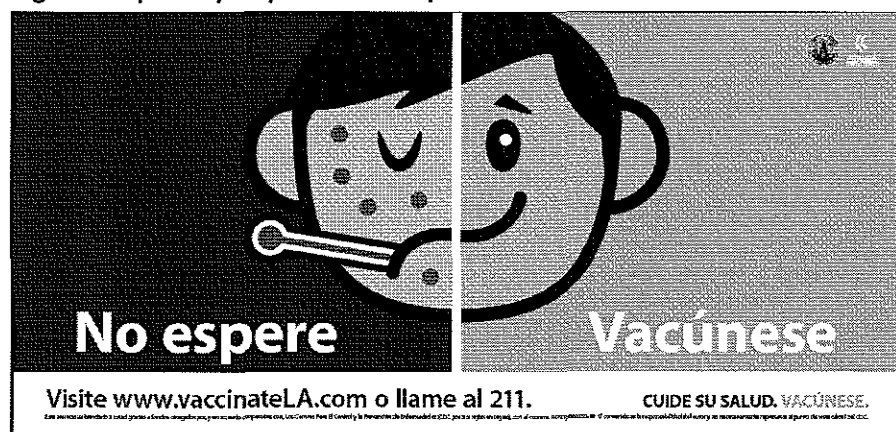


Figure 5: English/African-American Market/Billboard

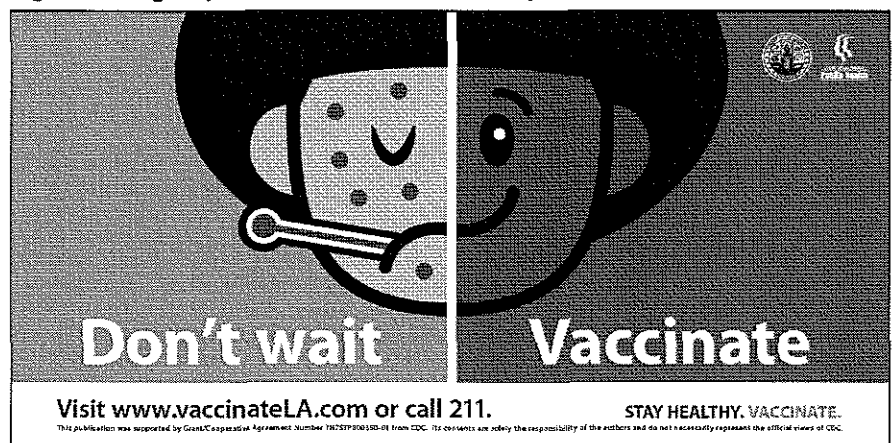


Figure 6: Russian/Eastern European Market/Busboard



Вакцинация является самым безопасным и эффективным методом защиты детей, подростков, взрослых и престарелых от серьезных заболеваний. Они также помогут предотвратить распространение таких инфекционных заболеваний в детских школах и дошколах, как коклюш и грипп. Вы можете легко узнать правила вакцинации по телефону или в вашем районе, позвонив врачу или в клинику. Не дан вамого же здоровья и самочувствия не ждите.

Посетите [www.vaccinateLA.com](http://www.vaccinateLA.com) или позвоните 211. Будьте здоровы! Вакцинируйтесь!

For more information, visit [www.vaccinateLA.com](http://www.vaccinateLA.com) or call 211. For more information, visit [www.vaccinateLA.com](http://www.vaccinateLA.com) or call 211. For more information, visit [www.vaccinateLA.com](http://www.vaccinateLA.com) or call 211.

Figure 7: Korean/Asian Pacific Islander Market/Website



Edelman, LAGRANT and SAESHE worked in connection with DPH-approved spokespersons and subject matter experts such as Doctor Oliver Brooks of Watts Healthcare Corporation, Felix Aguilar of South Central Family Health Center, and Alvin Nelson of DPH to reach the various market segments.

## B. Prepare2Respond Campaign

The multi-media campaign, *Prepare2Respond*, is a comprehensive, culturally and linguistically appropriate multi-media campaign that encourages community-level preparedness and resiliency. Developed over the last six months and launched in July 2011, this campaign represents a paradigm shift from a singular focus on individual-level preparedness to a broader community-level preparedness message. This is now the umbrella message that links to and connects with DPH's comprehensive community preparedness and response activities.

As recent events around the world remind us, disasters rarely affect just a single person or household: devastation impacts entire neighborhoods and communities. In a disaster, the people that surround you – your neighbors and fellow community members – will be the ones that you turn to for immediate help. And very likely, they will turn to you. Communities educated in proper emergency response procedures typically suffer fewer serious injuries, less loss of life and reduced property damage. Thus, the purpose of the

campaign is to provide messages and trainings to connect residents to tools, resources and trainings that will help communities be prepared.

Lessons from Hurricane Katrina and other more recent disasters teach us that government help will often be delayed, and that immediately following a disaster, your neighbors will be your first responders. As such, building community capabilities is a core message. While making a plan or a kit is a component of preparedness, it is an incomplete strategy. The message at the heart of the campaign is that in a disaster, the people that surround you will become your first responders. All Prepare2Respond messages will link to a revised preparedness website that provides detailed information about Emergency Preparedness and Response resources in LAC and key updates and community events. Campaign creative can be seen in Figures 9 through 11.

*Campaign Goal:* Introduce the public to the idea that in an emergency, strong communities are the key to survival.

*Campaign Objectives:*

- Improve perception of DPH as a trusted messenger of emergency preparedness and response information.
- Have neighbors get to know each other to bolster preparedness in the community
- Develop messaging and materials that visually reflect LAC's diversity.
- Develop messaging and materials that meet the language needs of diverse populations, especially low literacy materials in multiple languages (Chinese, English, Korean, Russian, and Spanish).
- Link residents to website with further information.
- Guide further outreach and engagement by DPH staff.

*Prepare2Respond* urges residents to consider the most vulnerable in their communities – the seniors, families with young children or pets— and develop neighborhood emergency plans. The campaign was funded by the CDC through the Public Health Emergency Preparedness Grant.

**Figure 8: Prepare2Respond Contractor Responsibilities**

CONTRACTOR	ROLE
LITCO	Media buys: <ul style="list-style-type: none"><li>• Radio</li><li>• Online</li><li>• Partnerships (outreach to clients, media exposure), Production</li><li>• Community newspapers and magazines</li></ul>
Barbara Bishop Public	Creative concept development, project management, outreach to the General Market

CONTRACTOR	ROLE
Relations, Inc.	

#### *Barbara Bishop Public Relations, Inc. (BBPR)*

BBPR is a public relations firm, with more than 25 years of experience in the field of public relations, public education and community outreach. Their expansive portfolio includes emergency preparedness-related projects with clients such as Children's Hospital Los Angeles and Saint John's Hospital in Santa Monica. BBPR also has significant experience working with the public sector as demonstrated by decade's long relationships with LA County's Sanitation District and DPH's Office of AIDS Programs and Policy. BBPR was responsible for assuring collaboration between media contractors who were involved in developing the campaign's social media components as well as purchasing space ad placements using multiple communication channels (e.g. print, radio, television and outdoor).

#### *LITCO Marketing*

LITCO Marketing is an advertising agency with over 40 years of experience in a variety of industries from public service to entertainment. Their expansive portfolio includes clients such as Cedars-Sinai Medical Center, Saint John's Health Center and Volunteers of America. LITCO Marketing was responsible for developing multilingual advertising and purchasing space for ad placement using multiple communication channels including print, radio, television and outdoor billboards.

#### *Outreach Strategy*

Core messages were developed with community focus groups such as the one with Healthy African-American Families in Leimert Part in June, that represent the diverse populations we intend to reach. In addition, *Prepare2Respond* outreach teams were present at many small, medium and large-scale community events throughout LAC between July and August, including:

- Feria Agostina
- Homenetmen Navasartian
- AM 790 KABC Dodger Day
- Korean BBQ Cook Off
- Lotus Festival
- Nike 3 on 3 Tournament

Media was placed in a variety of community newspapers and online forums, radio and television, including:

- Asbarez
- Chinese Daily
- Facebook
- AM 1600 KAHZ
- Korean Daily
- 102.3 KJLH FM

- 100.3 KSWD FM
- La Opinion
- Los Angeles Times
- The Sentinel
- Twitter

Radio and Television Interviews were secured with:

- AM 980 KFWD
- KCBS TV
- KMEX TV
- 100.3 FM The Sound

For a full list of *Prepare2Respond* media activities, please see Appendix B. Other activities will be scheduled throughout the year.

Figure 9: English/General Market/Billboard

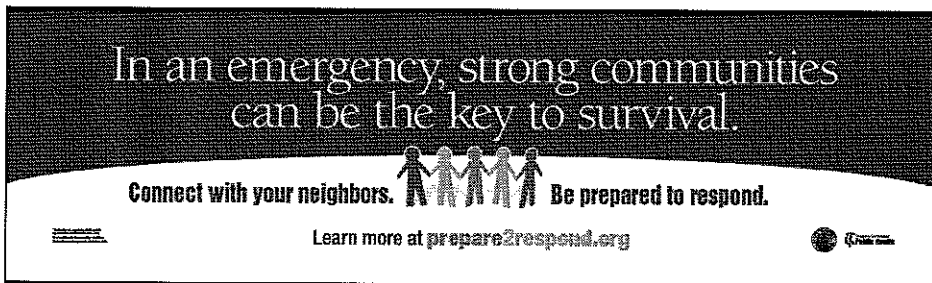


Figure 10: Spanish/Hispanic Market/Billboard

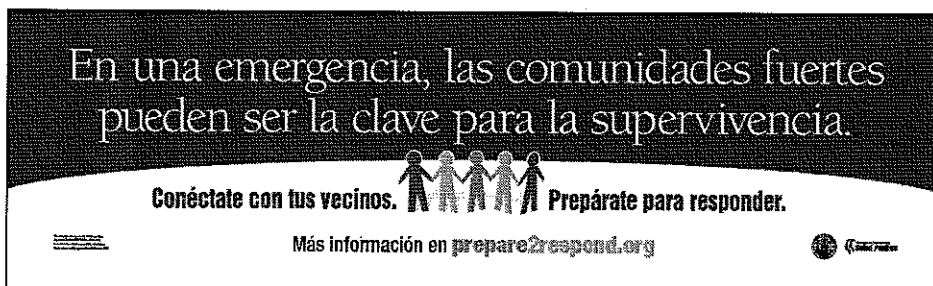
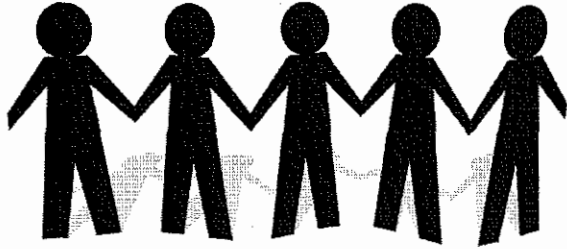




Figure 11: Korean/Asian Pacific Islander Market/Print Ad

# 비상 시에는 견실한 공동체가 생존을 위한 핵심 요소일 수 있습니다.



여러분과 여러분 가족이 가장 쉽게 도움을 받을 수 있는  
것은 바로 이웃일 수 있습니다. 즉시 도움이 필요한 모든  
사람들에게 구호 요원이 바로 투입될 수는 없기  
때문입니다. 따라서 이웃들과 연계하고 지금 이웃 및 가족  
계획을 마련해 두십시오.

비상 시 대처 요령을 확인하려면 다음 사이트를 방문하십시오

**[prepare2respond.org](http://prepare2respond.org)**

이 캠페인은 CDC의 GuardCooperative 계약 번호  
50801PR17012-10이 후원합니다. 이 캠페인 수탁서  
내용은 미국의 단독 책임이며 CDC의 공식  
확인 권위를 나타내는 것은 아닙니다.



**County of Los Angeles  
Public Health**

#### **IV. BUILDING ORGANIZATIONAL PARTNERSHIPS AND CAPACITY FOR PREPAREDNESS**

The second aim of DPH's community preparedness efforts is building organizational partnerships and capacity for preparedness. *VaccinateLA* and *Prepare2Respond* utilize the venues of media and direct outreach to the public, but that is just one strategy to engage the community. Another strategy is establishing new organizational relationships with agencies DPH had not previously engaged in emergency preparedness in the community.

Currently, DPH has two projects underway that support this goal: a pilot project with Child Care Resource and Referral Centers in LAC and another pilot project to improve the capacity of local faith-based- and community-based organizations to respond to emergencies. These partnerships are a rich resource for community-level preparedness now that the relationships have been established.

##### **A. Child Care Resource and Referral (R&R) Centers**

This pilot project built on the capacity of R&R Centers in LAC and their associated child care centers and providers to administer vaccine to at-risk, low-income and ethnically and linguistically diverse children and their families. The purpose of this pilot project was improve the pandemic and emergency preparedness of child care providers and the children and families they serve through a coordinated and established network of R&Rs. To accomplish this, the DPH contracted with two R&Rs that are part of the Resource and Referral Network (RRN) in LAC, The Child Care Resource Center LA (CCRC) and the Mexican American Opportunity Foundation (MAOF), and a third party, Maxim Health Systems (Maxim), to provide all vaccinations. DPH used vaccines to engage communities, schools, and R&R centers prophylactically, so that future epidemic responses could follow this positive precedent: community members know where to turn for help and countermeasure dispensing, and the County enjoys established, trusted relationships with the community it serves.

Children in child care represent a critical vaccine priority population and a double influenza burden. They have the highest risk for contracting the disease (low age specific population immunity), and the highest risk for disease transmission throughout their households and communities. Based on available evidence and experience from past pandemics, it is likely that future pandemics will continue to cause serious disease in younger age groups.

In February 2011, prior to the initiation of vaccine clinics, contracted and subcontracted agencies were provided with an Influenza 101 Presentation which provided an overview of influenza infection, containment and prevention strategies. The presentation was conducted by a Public Health Nurse from DPH's Immunization Program. Vaccinating agencies were provided with scheduling and vaccine clinic procedures developed jointly by DPH, Maxim and the contracted agencies. Extensive outreach and education was conducted and education materials distributed that were developed by the contracting agencies and

translated. During March and April 2011, 50 influenza vaccination clinics were coordinated by five different R&R agencies and approximately 1,850 influenza vaccinations were delivered.

A Pertussis (Tdap) 101 course was provided to all contracted and subcontracted agencies in May 2011. As of mid-July 2011, 15 Tdap clinics have been conducted by the R&R agencies and approximately 1000 doses have been administered. Additionally R&R network staff participated in Vaccination/Pandemic Flu and Emergency Preparedness Train-the-Trainer Workshops and trainings are currently being held for internal R&R staff.

An evaluation of the project will be completed that provides recommendations and strategies to strengthen the readiness and capability of the R&Rs to be a strategic DPH response partner for a range of public health emergency events including a pandemic. The report will include observations completed at vaccination clinics, client surveys, train-the-trainer participant evaluations, focus group findings conducted with child care staff and complete demographic data of clinic participation.

### **B. Los Angeles County Disaster Resilience Project (LACCDR)**

An additional strategy to help engage diverse communities is the LACCDR, which is designed to improve the capacity of local faith-based- and community-based organizations to respond to emergencies. In partnership with Emergency Network Los Angeles (ENLA), RAND Corporation in Santa Monica and Arlington, and UCLA's Center for Health Services and Society, LACCDR has developed an expanding network of community agencies that work consistently with the DPH and ENLA to develop community resilience within the context of public health disasters. Overall, the goal is to strengthen the network of community agencies working together with DPH and ENLA to better serve and strengthen disaster resilience of local communities and to develop effective approaches, such as messages, hazard-specific information and outreach, to support resilience. The project has allowed DPH to connect with key constituents throughout the County, including specific underserved communities such as vulnerable populations, families with children, and faith-based organizations.

Over the past year, the project focused on:

- Assessing current practice of DPH and community agencies related to community resilience and current engagement with diverse communities in building resilience;
- Developing new community partnerships to support community preparedness and resilience in LAC;
- Identifying strategies to strengthen DPH, ENLA and community agency capacity and leadership to support community preparedness and resilience; and
- Supporting the capacity of ENLA, a county-wide Voluntary Organization Active in Disasters (VOAD) to greatly extend its membership of community-based organizations and faith-based organizations that are committed to community preparedness.

Three community preparedness and resilience stakeholder groups are currently working to engage community partners more fully in emergency preparedness and activities that build resilience. The three workgroups, Communications/Information, Community Partnerships and Vulnerable Populations, are identifying existing Community Outreach and Engagement to Diverse Populations

social networks, services and resources that can be dually used for improving emergency preparedness and resilience or otherwise leveraged toward the goal of increasing preparedness in diverse communities and among vulnerable populations. The three topic areas are critical for DPH to better in order to fulfill the responsibilities outlined in the CDC Community Resilience Capabilities (Community Preparedness and Community Recovery).

#### *Communications/Information Work Group*

Strong communication is critical to a smooth and productive disaster recovery process. Communities that are poorly connected or networked before and during a disaster experience greater difficulty during recovery. The Communication and Information work group focuses on communication strategies, resources, and partnerships that enhance community disaster resilience in LAC, with particular attention to shaping disaster communication messages with a focus on whole community engagement and not simply individual or household preparedness only.

Goals of this work group include:

- Frame community resilience in plain language so that residents and communities have adequate understanding and 'buy in';
- Identify strategies that will help in the adoption of these messages;
- Inform the DPH's *Prepare2Respond* campaign and DPH's related outreach strategies;
- Help develop new messages supporting community resilience that will enhance public and private partnership; and
- Encourage the nonprofit, public and private sectors to collaborate to achieve greater community resilience and increased levels of community preparedness.

Organizations represented in this work group include:

- COPE Preparedness
- Didi Hirsch Community Mental Health Center
- Do Your Part
- Filipino American Service Group
- South Bay Emergency Communication

#### *Community Partnerships Work Group*

In the aftermath of a disaster, the formal mechanisms to achieve public health goals may be damaged, making strong community partnerships and networks key in the early stages of recovery. The goal of this work group is to bring together representatives from different organizations, including those not specifically focused on emergency preparedness, to partner with DPH on network development strategies and to identify social/psychological and organizational resources already available in the communities.

Goals of this work group include:

- Build effective community disaster partnerships
- Increase resources available to build organizational and social capacity around preparedness and recovery
- Assess current community partnerships/organizations working on issues related to adverse public health events such as:
  - Prevention
  - Survival / Endurance
  - Mitigation of the effects
  - Recovery

Organizations represented in this work group include:

- Community Clinic Association
- Healthy African-American Families
- Tzu Chi Foundation
- USC Center for Religion and Civic Culture
- West Angeles Church of God in Christ

#### *Vulnerable Populations Work Group*

Vulnerable populations are at increased risk of harm from a disaster as they are least able to take advantage of standard public health resources in preparedness planning, response, and recovery and are a special focus of the CDC funding. Attempts to identify vulnerable populations focus on specific demographic populations (e.g. children or racial and ethnic minorities) and/or populations with functional limitations or disabilities (e.g. mobility, cognition, medical dependence). However, vulnerability is a function of factors related to the community, the capabilities of local planners, and the emergencies they confront, which may change at each stage of a disaster. Thus, who is vulnerable and when may differ from community to community.

Communities can best cope with disasters when they reduce their vulnerabilities and ensure their populations are physically and psychologically healthy, able to understand risk communication messages, looking out for one another in times of crisis, and are engaged as full partners in disaster related planning. The Vulnerable Populations work group is identifying the specific populations in LAC that are vulnerable to public health emergencies, developing clear metrics to determine vulnerability, and identifying strategies that will improve preparedness in specific vulnerable populations.

Organizations represented in this work group include:

- Esperanza
- LA County DPSS
- Salvation Army
- St. Vincent de Paul

- Valley Village

### *Risk-based Planning Initiative*

DPH has been selected as one of 10 pilot sites in the nation for special Risk-based Planning Initiative funding in 2011-2012. Risk-based funding is a new allocation of financial resources from the CDC to develop accelerated risk reduction strategies to mitigate public health risks in large metropolitan areas. The Risk-Based Planning Initiative will assist in building a systematic and coordinated approach for addressing the unique hazards, vulnerabilities and assets in major urban areas like Southern California. This initiative will lead to an enhanced and sustainable regional capacity to prevent, protect against, respond to, and recover from a range of public health hazards facing the Los Angeles-Long Beach-Santa Ana Metropolitan Statistical Area. As part of this work, DPH will involve community members in the hazard vulnerability assessment and the identification of community assets, and into the training and exercising of emergency plans. DPH will work with Board offices and District offices to conduct outreach and engagement in these efforts.

DPH will continue to work with RAND and UCLA to improve understanding of community-based assets, capabilities and limitations, evaluate social networks, develop methods for community-based organization/faith-based organization networks to prepare and disseminate messages, assess community engagement, commitment and skills among key partners, and identify opportunities for involvement of stakeholder agencies. DPH will develop tools for community collaborative hazards, vulnerability, and asset mapping. DPH will also use current Census and other survey data to identify, estimate and map at-risk populations. The findings from these projects will be incorporated into a revised hazards vulnerability assessment that will form the basis for prioritization of issues, plans and exercises with partners to build capabilities that can potentially help to mitigate identified issues/risks in the Southern California Metropolitan Statistical Area.

## **V. CONCLUSION/NEXT STEPS**

In the 18 months following our H1N1 AAR, DPH has undertaken a variety of projects that promote community engagement with ethnically diverse populations and special needs groups. These projects include two public media campaigns, the Stay Healthy. Vaccinate. Campaign and the Prepare2Respond Campaign, as well as numerous efforts build relationships with external partners, and assess the preparedness and response needs of diverse populations. As DPH continues working to achieve the CDC's Public Health Preparedness Capabilities on community resilience, it will broaden and deepen its engagement of diverse communities, connect with multiple programs throughout DPH and further develop connections and coordination with other County Departments such as Office of Emergency Management and the Department of Mental Health.

General Market - Edelman	
Community Relations - Collateral Distribution	
Organization	Type of Collateral Distributed
City of Los Angeles Department of Parks and Recreation	Bookmarks
Boys and Girls Club of Burbank & Greater East Valley	Sanitizing packets Bookmarks Stay Healthy posters Activity booklets
Boys and Girls Club of Carson	Sanitizing packets Bookmarks Rulers Activity booklets
Boys and Girls Club of the South Bay	Sanitizing packets Bookmarks Stay Healthy posters Hand washing stickers Rulers Activity booklets
Boys and Girls Club of Hollywood	Sanitizing packets Bookmarks Stay Healthy posters Hand washing stickers Rulers Activity booklets
Salesian Boys and Girls Club of Los Angeles	Sanitizing packets Bookmarks Stay Healthy posters Rulers Activity booklets
Antelope Valley Boys and Girls Club	Sanitizing packets Bookmarks Stay Healthy posters Hand washing stickers Rulers Activity booklets
After-School All-Stars, Los Angeles	Sanitizing packets Activity booklets
Boys & Girls Club of Long Beach	Sanitizing packets Bookmarks Stay Healthy posters Rulers Activity booklets
Santa Clarita Valley Boys and Girls Club	Sanitizing packets Stay Healthy posters



The Boys & Girls Club of Pasadena	Sanitizing packets Bookmarks Stay Healthy posters Rulers Activity booklets
Boys and Girls Clubs of East Los Angeles	Sanitizing packets Bookmarks Stay Healthy posters Rulers Activity booklets
Boys and Girls Club of San Gabriel Valley	Sanitizing packets Bookmarks Rulers Activity booklets
Rio Hondo Boys and Girls Club	Sanitizing packets Bookmarks Stay Healthy posters Rulers Activity booklets
East Valley Boys and Girls Club	Sanitizing packets Bookmarks Stay Healthy posters Rulers Activity booklets
Variety Boys and Girls Club	Sanitizing packets Bookmarks Stay Healthy posters Rulers Activity booklets
HOLA (Heart of Los Angeles)	Activity booklets
Little Lake School District	Sanitizing packets Bookmarks Hand washing stickers Rulers Activity booklets

# General Market - Edelman

## Community Relations - Event Presence

Event	Date	Location	Attendees
Pasadena Marathon Health & Fitness Expo	5/13/2011	Pasadena	25,000
Monrovia Farmers' Market	6/3/2011	Monrovia	10,000
Whittier Farmers' Market	6/8/2011	Whittier	10,000
Chivas Soccer Clinic	6/11/2011	Boyle Heights	
Whittier Farmers' Market	6/15/2011	Whittier	10,000
Canoga Park Farmers' Market	6/18/2011	Canoga Park	500
Monrovia Farmers' Market	6/24/2011	Monrovia	10,000
Atwater Village Farmers' Market	6/26/2011	Atwater Village	1,000
Americafest Fourth of July Celebration	7/4/2011	Pasadena	50,000
Whittier Farmers' Market	7/6/2011	Whittier	10,000
Atwater Village Farmers' Market	7/10/2011	Atwater Village	1,000
Levitt Pavilion Children's Concert Night	7/13/2011	Pasadena	500
Whittier Farmers' Market	7/20/2011	Whittier	10,000
Monrovia Farmers' Market	7/22/2011	Monrovia	10,000
Canoga Park Farmers' Market	7/23/2011	Canoga Park	500
Whittier Farmers' Market	7/27/2011	Whittier	10,000
Monrovia Farmers' Market	7/29/2011	Monrovia	10,000
Total			143,500

General Market - Edelman			
Media Relations - Earned Media			
Outlet Name	Run Date	Headline	Impressions
KABC-TV	4/26/2011	Vaccine Campaign	217,000
KCBS-TV	4/26/2011	Whooping Cough Booster Shot	200,000
The Signal Tribune	4/29/2011	LA County Health Department encouraging parents to have kids vaccinated early	66,015
LA Parent	5/6/2011	CA Requires Vaccine Boosters For 7th-12th Graders	270,000
Santa Monica Mirror	5/30/2011	Students Required to Vaccinated Next Year	72,900
LA Parent	6/1/2011	7th-12th Graders Need Tdap Vaccines For School Entrance (And Ad Placement)	270,000
City Mommy	6/9/2011	Email: Don't Wait, Vaccinate	173
Total			679,088

Spokespeople / Subject Matter Experts			
Name	Title	Area of Expertise	Community Affairs Show
Julia Heinzerling	Specialist, Public Policy and Advocacy	LACDPH	Community Playground
Dr Goad, PharmD	Associate Professor and Director of Student Outreach for Community Health, USC	Clinical Pharmacy and Pharmaceutical Economics & Policy	Community Playground
Dr. Nelson	Medical Director LADPH Immunization Program	Immunizations	KOST/KBIG
Melanie Barr	Nursing Director, LADPH	Nursing	KIIS/KLAC/KYSR
Dr. Brooks	Pediatric M.D.	Pediatrics	KHHT-FM

# General Market - Clear Channel

## Community Outreach - Event Presence

Event Name	Date	Location	# Attendees
Aquarium of the Pacific	4/20/2011	Long Beach	250
Revlon Run	5/7/2011	Los Angeles	5,000
Viva Los Dodgers Event	5/14/2011	Dodger Stadium	10,000
Wango Tango	5/14/2011	Los Angeles	17,500
Kennedy Elementary School	5/19/2011	Compton	200
Westfield West Covina	5/20/2011	Westfield West Covina	350
City of LA Open House	5/21/2011	West Valley District	400
Lennar Homes	5/21/2011	Chino Hills	300
LA Zoo	5/21/2011	LA Zoo	5,000
Sams Club Life	5/27/2011	Sams Club, Torrance	400
Graham Elementary	5/27/2011	Los Angeles	200
Fiesta Hermosa	5/28/2011	Hermosa Beach	2,500
Fiesta Hermosa	5/29/2011	Hermosa Beach	2,500
REO Speedwagon Concert	6/1/2011	Los Angeles	4,500
LA Galaxy Home Game	6/3/2011	Home Depot Center	15,000
Wilmington Waterfront Park Opening	6/4/2011	Port of LA, Wilmington	650
Home Depot Workshop	6/4/2011	Monrovia	150
City of LA Open House	6/4/2011	North Central District	350
Grove LA	6/5/2011	The Grove, Los Angeles	1,500
Canatara Elementary School Book Fair	6/10/2011	Reseda	200
City of LA Open House	6/11/2011	South LA District	550
Pirates Dinner Adventure	6/11/2011	Buena Park	400
Special Olympics, Cal St. LB	6/11/2011	Long Beach	4,000
Hope Walk	6/11/2011	North Hollywood	150
LA Galaxy	6/11/2011	Carson	2,000
Farmers Market at 3rd & Fairfax	6/12/2011	The Grove, Los Angeles	800
La Puente High School Swap Meet	6/12/2011	La Puente	200
Raging Waters	6/15/2011	San Dimas	100
Mr. Popper's Penguins Screening	6/15/2011	Century City	100
Universal Studios Hollywood	6/16/2011	Universal City	1,500
Glendale Galleria	6/18/2011	Glendale Galleria	450
Britney Spear Concert	6/20/2011	Los Angeles	2,500
Harkins Movie Theater	6/24/2011	Chino Hills	200
Cars 2 Screening	6/24/2011	Los Angeles	100
IKEA	6/25/2011	Burbank IKEA	450
City of LA Open House	6/25/2011	Harbor District	250
REI Camp Sycamore	6/25/2011	Mile Square Park	400
Harkins Movie Theater	6/28/2011	Moreno	200
Mulligans Family Fun Center Event	7/2/2011	Torrance	400
City of Burbank Centennial	7/8/2011	Downtown Burbank	10,000
Pasadena Playhouse Event	7/9/2011	Pasadena	175
Pirates Dinner Adventure	7/9/2011	Buena Park	400
Movie Nights-Westfield Santa Anita	7/13/2011	Santa Anita	200
N.B.T. Event Westfield Santa Anita	7/16/2011	Santa Anita	500
Kidspace Childrens Museum	7/16/2011	Pasadena	150
City of LA Open House	7/16/2011	West LA District	200
Total			2,155,501

# General Market - Clear Channel

## Media Relations - Paid Media

Outlet Name	Date	# of Commercials	Descriptions
Radio			
Radio Disney	wks: 5/16, 5/23, 6/6, 6/13, 7/11, 7/18	Vaccinate LA Commercials	132
Radio Disney	5/16/11-7/30/11	Vaccinate LA PSAs	130
Radio Disney	wks of: 5/30, 6/6, 7/1	Vaccinate LA Parent Pledges	78
SCBA	5/16-6/30/11	Vaccinate L.A. PSAs	925
Metro Traffic	5/30-6/12/11	Vaccinate LA :10s	169
Total Traffic Network	5/16-6/26/11	Vaccinate LA :10s & :15s	818
KBIG-FM	5/16-6/26/11	Vaccinate LA :30s and DJ Endorsements	90
KBIG-FM Streaming	5/16-6/26/11	Vaccinate LA :30s	269
KHHT-FM	5/16-6/26/11	Vaccinate LA :30s and DJ Endorsements	90
KHHT-FM Streaming	5/16-6/26/11	Vaccinate LA :30s	202
KIIS-FM	5/16-6/26/11	Vaccinate LA :30s and DJ Endorsements	90
KIIS-FM Streaming	5/16-6/26/11	Vaccinate LA :30s	260
KOST-FM	5/16-6/26/11	Vaccinate LA :30s and DJ Endorsements	90
KOST-FM Streaming	5/16-6/26/11	Vaccinate LA :30s	269
KTLK-AM Streaming	5/16-6/26/11	Vaccinate LA :30s	207
KFI-AM	5/16-5/29/11	Vaccinate LA :30s	90
KFI-AM Streaming	5/16-6/26/11	Vaccinate LA :30s	253
KLAC-AM Streaming	5/16-6/26/11	Vaccinate LA :30s	210
Clear Channel PSAs	5/16-5/26/11	Vaccinate LA PSAs	340
(Final Numbers TBD)		Total:	4,712

Online Media			
Clear Channel Online	5/16-6/26/11	Vaccinate LA Banners/RMOS/Homepage Takeovers	1,000,000
Facebook	5/16-6/26/11	Vaccinate LA Banners	59,860,179
Google	5/16-6/26/11	Vaccinate LA Banners	4,479,767
Yahoo	5/16-6/26/11	Vaccinate LA Banners	2,224,626
WebMD	5/16-6/26/11	Vaccinate LA Banners	848,191
BlogAds	5/16-6/26/11	Vaccinate LA Banners	757,964
Jen's List	5/16-6/26/11	Vaccinate LA Banners	90,000
Daily Candy	5/16-6/26/11	Vaccinate LA Banners	84,247
City Mommy	5/16-6/26/11	Vaccinate LA Banners	5,000
(Final Numbers TBD)		Total Impressions	69,349,974

### Campaign Rationale

#### Edelman

Edelman is the world's largest independent public relations firm, with wholly owned offices in 54 cities and 4,000 employees worldwide. Edelman is rooted in health. Edelman has one of the well-respected healthcare practices in the world. The company's professionals have worked in healthcare delivery, administration, regulation and communications, offering clients an insider's perspective of the industry. The team's understanding of the opportunities and challenges facing healthcare organizations has been built through years of working with patients, researchers, providers, employers, payors, advocacy groups, regulatory entities, professional associations and the media. Edelman is dedicated to helping clients generate understanding and actions to improve health and lives in local, national and global communities.

#### Clear Channel

Clear Channel Radio is the leader in Los Angeles delivering over 10 MILLION listeners each week on-air and online with our 8 Radio Stations and Total Traffic Network. Radio is extremely effective medium in Los Angeles as people live in their cars - 95% of people 12+ listen to radio every week. Our stations are uniquely programmed and serve the general market in the Los Angeles communities. Clear Channel has successful track record of managing and fulfilling past LA County Media Campaigns. In addition, Clear Channel does not take an agency commission (most media agencies take a 15% commission off the top of your budget for their fees). The placement of media is the sole source of compensation, which will extend your budget and will act as the agency for added value, facilitating partnerships with all designated partners.

## Hispanic/African American - LA GRANT

### Community Relations - Collateral Distribution

Event Name	Audience	Date	Location	Number of Attendees
Annual Eggstravaganza and Family Fair	H	4/16/2011	Whittier	500+
City of Baldwin Park Easter Event/ Egg Hunt	H	4/23/2011	Baldwin Park	800+
Dia de los Niños/ Dia de los Libros	H	4/30/2011	Huntington Park	500
2011 Women's Health Festival & Concert	H/AA	5/14/2011	Watts	500+
Church Community Health Fair	AA	5/14/2011	Los Angeles	100
Police Open House/ Kiddie K Run	H	5/14/2011	Baldwin Park	100
Los Angeles Child Guidance Clinic Family Fun Fest	H/AA	5/14/2011	Los Angeles	100
Health Fair Celebrating Healthy Babies-Past, Present & Future	H/AA	5//21/11	Los Angeles	100
City of Commerce Community Services Department Summer Safety Fair 2011	H/AA	6/4/2011	City of Commerce	400
Casa Lucerna Community Health Fair	H	6/11/2011	Los Angeles	150
City of Lawndale Health & Safety Fair	H/AA	6/18/2011	Lawndale	2000
Summer Reading Kick-Off	H	6/25/2011	Huntington Park	300
Personal Involvement Center 2nd Annual Let's Move Too Health Faire	H/AA	6/25/2011	Los Angeles	1,000
America Fest 2011/ 85th Annual 4th of July Celebration at the Rose Bowl	H/AA	7/4/2011	Pasadena	10,000
Challengers Boys & Girls Club's 43rd Annual Pancake Breakfast & Community Health Fair	H/AA	7/16/2011	Los Angeles	200
1st Powerful Black Family Celebration	H/AA	7/23/2011	Los Angeles	TBD

14950

## Hispanic/African American - LA GRANT

### Media Relations - Earned Media

Outlet Name	Audience	Circulation		
Bell Gardens Sun	H	106,500		
Northeast Sun	H	106,500		
Montebello Comet	H	106,500		
Monterey Park Comet	H	106,500		
Vernon Sun	H	106,500		
Wyvernwood Chronicle	H	106,500		
Mexican American Sun	H	106,500		
Eastside Sun	H	106,500		
Commerce Comet	H	106,500		
City Terrace Comet	H	106,500		
Brooklyn Belvedere Comet	H	106,500		
EGPNews.com	H	5,602		
EGPNews.com	H	5,602		
Vida Nueva	H	215,000		
Vida-Nueva.com	H	2,900		
LatinoLA.com	H	21,833		
LatinoLA/Twitter	H	1,815		
LatinoLA.com	H	21,833		
LatinoLA/Twitter	H	1,815		
KLAX FM 97.9 La Raza	H	N/A		
KUNA FM 96.7 La Poderosa	H	N/A		
YesWeCanNewspaper.com	AA	N/A		
OurWeekly.com	AA	14,929		
Inglewood Today	AA	25,000		
California Crusader News	AA	25,000		
CalCrusNews.com	AA	5,000		
San Bernardino American	AA	10,000		
SBAmerican.com	AA	11,000		



## Hispanic/African American - LA GRANT

### Media Relations - Paid Media

Outlet Name	Audience			
KDAY 93.5 FM	AA			
KJLH 102.3 FM	AA			
Our Weekly	AA			
OurWeekly.com	AA			
Inland Valley News	AA			
Los Angeles Sentinel	AA			
Compton Bulletin	AA			
Inglewood Today	AA			
InglewoodToday.com	AA			
California Crusader News	AA			
CalCrusNews.com	AA			
Pasadena/San Gabriel Valley Journal	AA			
PasadenaJournal.com	AA			
Long Beach Times	AA			
KLOVE 107.5 FM	H			
KXOL 96.3 FM	H			
Eastern Group Publications	H			
EGPNews.com	H			
Contigo (La Opinion)	H			
Impacto	H			
ImpactoUSA.com	H			
Hoy	H			
LatinoLA.com	H			

## Hispanic/African American - LA GRANT

### Spokespeople/Subject Matter Experts

Name	Audience	Title		
Dr. Alvin Nelson	AA	Medical Director		
Oliver T. Brooks, MD	AA	Associate Medical Director and Chief of Pediatrics		
Melanie Barr, RN, MSN	AA	Director of Nursing		
Marina Alvarez, MPH	H	Emergency Preparedness Outreach Coordinator		
Lupe Rivas-Lopez	H			
Felix Aguilar, MD, MPH, FAAFP	H	Chief Medical Officer		

### Campaign Rationale

LAGRANT COMMUNICATIONS is a premier multicultural agency based in Los Angeles and one of the few public relations, advertising and marketing firms in the county that targets two of the most dominant communities in Los Angeles County – Hispanics and African Americans. With more than 20 years of experience, LAGRANT COMMUNICATIONS has the staff and experience to effectively target these communities in a culturally relevant way that respects and understands the nuances and barriers that exist regarding vaccinations. The firm has healthcare experience with a variety of esteemed health organizations that include efforts targeting women, such as the Robert Wood Johnson Foundation, American Cancer Society, California Department of Health Services, Los Angeles County Department of Health Services, Planned Parenthood, CoverMe Foundation, Albertsons Sav-On, among others.

## Eastern European

### Community Outreach - Events Presence

Event Name	Date	Location	Number of Attendees
"Visit Armenia, It Is Beautiful" Essay Contest	4/28/2011	Los Angeles	200-250
ARS FESTIVAL	4/30/2011	Glendale	10000-12000
Lebanese Annual Picnic	6/1/2011	Los Angeles	5000-6000
Homenentmen Navasardian Games	7/1/11-7/4/11	Van Nuys	12000-15000

### Media Relations - Paid Media

Outlet Name	Circulation	# Ads	
<b>ARMENIAN</b>			
ASBAREZ DAILY	8000	3	
ARMENIAN LIFE	12000	5	
HAI KIANK WEEKLY	12000	6	
CALIFORNIA COURIER		6	
<b>FARSI</b>			
FOGHOLADEH	2000	4	
ASRE EMROOZ	10000	3	
HAFTEH BAZAAR	10000	5	
<b>RUSSIAN</b>			
PANORAMA NEWSPAPER	42000	6	
FRIDAY EXPRESS	17000	6	
<b>ARABIC</b>			
AL-ALAM (ARAB WORLD)	19000	3	
NILE NEWS	20000	4	
AL-AKHBAR	25000	3	

## Eastern European

### Campaign Rationale

#### **CAMPAIGN OBJECTIVES**

1. Effectively communicate preventative health information messaging and reach at-risk audiences
2. Provide program oversight and management

#### **TOP-LINE RESULTS**

1. HYE Media Agency Reached out to and educated several members of the Armenian-American, Russian-American, Iranian-American, Arabic-American communities about the importance of executing the message of "Stay Healthy, Vaccinate" campaign and as such, encouraged them to get vaccinated.
2. HYE Media Agency also specifically encouraged members of Armenian-American, Russian-American, Iranian-American, Arabic-American communities to urge their loved ones to get vaccinated along with them.
3. HYE Media Agency Reached out to and educated several members of the Armenian-American, Russian-American, Iranian-American, Arabic-American communities about the importance of keeping their hands clean; covering their mouth when coughing.

Asian & Pacific Islander			
Community Outreach - Events Presence			
Event Name	Date	Location	Number of Attendees
Used Motor Oil Collection Event	5/14	Jefferson Elementary School - Lennox, CA	25
Thai Community "Town Hall" Meeting	5/31	Thailand Plaza Restaurant - Hollywood, CA	35
113th Philippine Independence Day Celebration	6/18	Eagle Rock Plaza - Eagle Rock, CA	4,000
Thai "Car Seat Safety" Workshop	6/11	Thailand Plaza Restaurant - Hollywood, CA	65
33rd Celebration of the Lotus Festival	7/9 & 7/10	Echo Park Lake - Los Angeles, CA	20,000
4th Annual Summer St. Health Fair	8/13	Dawson Street & Anaheim Street - Long Beach, CA	500
Parent/Teacher Meeting	7/7	Chinatown Service Center, Child Development Center - Los Angeles, CA	20
Total:			24645

Asian & Pacific Islander			
Community Outreach - Collateral Distribution			
Organization	Audience	Date	Items
Alhambra City Hall	Chinese	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Activity Booklet Age 10-12 I Got Vaccinated Stickers
All Seasons Children Learning Center	Chinese	7/14	Hand Sanitizer Packets Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Arcadia Childrens Educational	Chinese	7/8	Hand Sanitizer Packets Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Asian American Business Women Association	Vietnamese	6/15	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers I Got Vaccinated Stickers
Asian Community Service Center	Pan-Asian	6/9	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Asian Pacific Women's Center	Chinese, Korean, Thai	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers I Got Vaccinated Stickers
Asian Youth Center	Korean, Chinese	6/24	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Bell Tower School	Chinese	6/29	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Flu Prevention Tips Rulers Activity Booklet Age 5-9 I Got Vaccinated Stickers

California Children's Garden	Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Cambodian Association of America	Cambodian	6/24	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Center for Pacific Asian Family, Inc.	Pan-Asian	6/15	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers
Child Time Learning Ctr	Chinese	7/8	Hand Sanitizer Packets Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Chinatown Service Center (Child Development Center)	Chinese	6/29	Hand Sanitizer Packets Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Chinatown Service Center (Main Office)	Chinese	7/14	Hand Sanitizer Packets Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Chinatown Service Center (Monterey Park Office)	Chinese	6/29	Hand Sanitizer Packets Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Chinatown Service Center (Youth Center)	Chinese	6/29	Hand Sanitizer Packets Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Chinese Chamber of Commerce of Los Angeles	Chinese	6/29	Hand Sanitizer Packets Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Chinese Cultural Center	Chinese	6/29	Hand Sanitizer Packets Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers

Chinese Evangelical Free Church	Chinese	6/29	Hand Sanitizer Packets Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Fil-AM Community of Los Angeles	Filipino	6/9	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers I Got Vaccinated Stickers
Filipino American Service Inc.	Filipino	6/15	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers
First Chinese Baptist Church	Chinese	7/8	Hand Sanitizer Packets Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Glendale Filipino Seventh-day Adventist Church	Filipino	6/15	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Glendale Grace Child Care Center	Korean	7/14	Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Glendale Sharon Laup School	Chinese, Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 10-12 I Got Vaccinated Stickers
Glory Church of Jesus Christ	Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Goodtime Day Care	Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Khmer Girls in Action	Cambodian	6/24	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers



Korean American Chamber of Commerce	Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Koreatown Youth & Community Center (Children's Center: Crenshaw Site)	Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
KUM RAN Childrens School	Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 I Got Vaccinated Stickers
Lily Pre School-Kindergarden	Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 I Got Vaccinated Stickers
Liu Family Child Care	Chinese	7/8	Hand Sanitizer Packets Flu Prevention Tips Rulers Activity Booklet Age 5-9 I Got Vaccinated Stickers
Los Angeles Chinese Cultural Center	Chinese	6/29	Hand Sanitizer Packets Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Los Angeles Thai Seventh-day Adventist Church	Thai	6/15	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12
LSS Community Care Center (Cambodian Outreach Project)	Cambodian	6/15	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12
My First School (Christian Pre-School)	Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 I Got Vaccinated Stickers
Newton Academy	Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers

O.M.C. Nursery School	Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Organization of Chinese Americans, Inc.	Chinese	6/29	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
People's Core	Filipino	6/9	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers I Got Vaccinated Stickers
Pilipino Workers' Center	Filipino	6/24	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Pinocchio Nursery School	Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Rainbow C.D.C. (Preschool)	Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 I Got Vaccinated Stickers
Rowland Heights Community Christian Church	Chinese	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 I Got Vaccinated Stickers
San Gabriel Chamber of Commerce	Chinese, Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 10-12 I Got Vaccinated Stickers
San Gabriel Library	Chinese, Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
San Gabriel Valley Chinese Culture Association	Chinese	7/8	Hand Sanitizer Packets Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers

Sunflower Children's Academy	Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Thai Community Arts and Cultural Center	Thai	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Thai Health and Information Services Inc.	Thai	5/31, 6/9, 6/29	Hand Sanitizer Packets Hand Washing Stickers Flu Prevention Tips Rulers Activity Booklet Age 5-9 I Got Vaccinated Stickers
United Cambodian Community Center	Cambodian	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Valley Nursery School	Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 I Got Vaccinated Stickers
Yoo Mi Ok Speech Academy	Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Alhambra Hospital Medical Center	Chinese	6/15	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers
American Chinese Medical Center	Chinese	7/8	Hand Sanitizer Packets Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Arroyo Vista Family Center (El Sereno-Huntington Drive)	Korean	6/29	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers
Arroyo Vista Family Center (El Sereno-Valley)	Korean, Chinese	6/29	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Arroyo Vista Family Center (Highland Park)	Korean, Chinese	6/24	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers

Arroyo Vista Family Center Mobile Clinic (Highland Park)	Korean, Chinese	6/29	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Arroyo Vista Family Center (Lincoln Heights)	Korean	6/29	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Arroyo Vista Family Center (Loma Drive)	Korean, Chinese	6/29	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Asian Pacific Counsel & Treatment Center - San Fernando Valley Center	Korean, Vietnamese	7/8	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Asian Pacific Counsel & Treatment Center - Cerritos Center	Korean, Chinese	7/8	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Asian Pacific Counsel & Treatment Center - Main Center	Korean, Chinese	7/8	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Asian Pacific Counsel & Treatment Center - Metro Center	Pan-Asian	7/8	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Asian Pacific Counsel & Treatment Center Wilshire Blvd	Vietnamese, Chinese , Korean	7/8	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Asian Pacific Health Care Venture, Inc.	Pan-Asian	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers

Asian Tower Health Center	Korean, Filipino	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Buddhist Tzu Chi Free Clinic	Chinese	7/8	Hand Sanitizer Packets Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Christian Assembly of San Gabriel Valley	Chinese	7/8	Hand Sanitizer Packets Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
KHEIR (Center Administration)	Korean	7/8	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
KHEIR (Human Services)	Korean	7/8	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
KHEIR (S. Mark Taper Foundation Community Clinic)	Korean	7/8	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
KHEIR (South Bay ADHC)	Korean	7/8	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
KHEIR (Vermont ADHC)	Korean	7/8	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers

Koryo Health Foundation Community Clinic	Korean	7/8	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Monrovia Health Center	Pan-Asian	6/24	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Northeast Community Clinic	Korean, Filipino	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers I Got Vaccinated Stickers
Pacific Alliance Medical Center	Korean	6/24	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Pomona Health Center	Pan-Asian	6/24	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
QueensCare Family Clinic - Bresee	Korean	7/14	Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers I Got Vaccinated Stickers
QueensCare Family Clinic - Eagle Rock	Filipino	7/14	Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 10-12 I Got Vaccinated Stickers
QueensCare Family Clinic - East Los Angeles	Filipino	7/14	Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers I Got Vaccinated Stickers
QueensCare Family Clinic - Echo Park	Korean	7/14	Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
QueensCare Family Clinic - Hollywood	Korean	7/14	Flu Prevention Tips Bookmarkers Flu Prevention Tips Rulers I Got Vaccinated Stickers
QueensCare Family Clinic - East Side	Non-Asian Specific	7/14	Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers

Sacred Heart Family Medical Clinics	Non-Asian Specific	7/14	Hand Sanitizer Packets Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
San Gabriel Health Clinic	Chinese, Vietnamese	6/15	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Spring Adult Day Health Care Center	Korean	7/14	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
St. John's Well Child & Family Center	Korean	7/14	Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
St. John's Well Child & Family Center- Lincoln	Chinese	6/15	Hand Sanitizer Packets Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
St. John's Well Child Center- Magnolia Place	Non-Asian Specific	6/15	Hand Sanitizer Packets Hand Washing Stickers Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers
Yu Care Medical Group, Inc. (Garfield Health Center)	Vietnamese, Chinese	6/15	Hand Sanitizer Packets Flu Prevention Tips Bookmarkers Hand Washing Stickers Stop Germs Stay Healthy Posters Flu Prevention Tips Rulers Activity Booklet Age 5-9 Activity Booklet Age 10-12 I Got Vaccinated Stickers

Asian & Pacific Islander			
Media Relations - Paid Media			
Outlet	Total Number of Insertions	Impressions	Total Cost
<b>Print</b>			
World Journal	8	1,700,000	\$ 3,472.90
China Press	11	2,420,000	\$ 2,388.02
Chinese LA Daily News	10	2,640,000	\$ 1,486.00
Zhong Guo Daily News	10	2,128,000	\$ 1,486.00
International Daily News	14	2,128,000	\$ 2,177.00
Taiwan Daily	5	760,000	\$ 988.24
SingTao Daily	3	420,000	\$ 1,379.31
<b>Chinese</b>	<b>61</b>	<b>12,196,000</b>	<b>\$ 13,377.47</b>
Korea Daily	23	1,280,000	\$ 7,060.00
Korea Times	7	900,000	\$ 4,518.53
Korean Sunday News	6	768,000	\$ 1,887.00
Daily Sports Seoul	14	307,200	\$ 2,353.00
Korea Herald Business	6	560,000	\$ 1,176.50
<b>Korean</b>	<b>56</b>	<b>3,815,200</b>	<b>\$ 16,995.03</b>
Balita Media , Inc.	4	640,000	\$ 2,912.00
California Journal for Filipino American	4	80,000	\$ 2,118.00
Asian Journal Publications, Inc (LA)	4	560,000	\$ 2,400.00
<b>Filipino</b>	<b>12</b>	<b>1,280,000</b>	<b>\$ 7,430.00</b>
<b>Total</b>	<b>129</b>	<b>17,291,200</b>	<b>\$37,802.50</b>
Outlet Name	Total Number of Insertions	Impressions	Total Cost
<b>Radio</b>			
KAZN AM 1300	24	2,664,000	\$ 4,000.00
<b>Chinese</b>	<b>24</b>	<b>2,664,000</b>	<b>\$ -</b>
<b>Total</b>	<b>24</b>	<b>2,664,000</b>	<b>\$ 4,000.00</b>
Outlet Name	Total Number of Insertions	Impressions	Total Cost
<b>Television</b>			
KSCI Channel 18	54	1,354,423	\$ 6,000.00
ETTV America Inc.	45	6,502,980	\$ 3,530.00
Phoenix TV	75	800,000	\$ 3,530.00
KHIZ TV	40	1,949,500	\$ 2,353.00
<b>Chinese</b>	<b>214</b>	<b>10,606,903</b>	<b>\$ 15,413.00</b>
KSCI Channel 18	46	1,233,000	\$ 7,600.01
KBS America	20	800,000	\$ 5,184.00
<b>Korean</b>	<b>66</b>	<b>2,033,000</b>	<b>\$ 12,784.01</b>
<b>Total</b>	<b>280</b>	<b>12,639,903</b>	<b>\$ 28,197.01</b>



Asian & Pacific Islander			
Media Relations - Paid Media			
Outlet Name	Total Number of Insertions	Impressions	Total Cost
<b>Online</b>			
ksci.com	2	1,500,000	added value
uschinapress.com	2	900,000	added value
chinesedaily.com	2	950,000	added value
chinaonline.com	1	720,000	added value
naw1.net	2	600,000	added value
<b>Chinese</b>	<b>9</b>	<b>4,670,000</b>	
ksci.com	2	1,500,000	added value
koreadaily.com	2	493,993	added value
sportsseoulusa.com	2	660,000	added value
<b>Korean</b>	<b>6</b>	<b>2,653,993</b>	
balita.com	3	1,680,000	added value
californiajournalforFilAM.com	2	900,000	added value
asianjournal.com	2	1,320,000	added value
<b>Filipino</b>	<b>7</b>	<b>3,900,000</b>	
<b>Total</b>	<b>22</b>	<b>11,223,993</b>	
Outlet Name	Market/type	Date	Impressions
Asian Journal	Filipino / Newspaper	4/30	40,000
Weekend Balita	Filipino / Newspaper	5/4	40,000
China Press	Chinese / Newspaper	5/7	55,000
Pinoy Weekly	Filipino / Newspaper	5/7	25,000
Weekend Balita	Filipino / Newspaper	5/7	40,000
Chinese LA Daily News	Chinese / Newspaper	5/9	66,000
Chinese LA Daily News	Chinese / Newspaper	5/9	66,000
Daily Sports Seoul	Korean / Newspaper	5/9	66,000
International Daily	Chinese / Newspaper	5/9	40,000
Zhong Guo Daily News	Chinese / Newspaper	5/9	66,000
Asian Journal	Filipino / Newspaper	5/11	40,000
KAZN AM1300	Chinese / Radio	5/13	280,000
Korean Sunday News	Korean / Newspaper	5/13	48,000
Taiwan Daily	Chinese / Newspaper	5/13	30,000
KAZN AM1300	Chinese / Radio	5/14	280,000
KMRB AM1430	Chinese / Radio	5/14	204,000
Pinoy Weekly	Filipino / Newspaper	5/14	25,000
Pinoy Weekly	Filipino / Online	5/14	22,000
Pinoy Weekly	Filipino / Online	5/14	22,000
Sereechai	Thai / Newspaper	5/14	12,000
Daily Sports Seoul	Korean / Newspaper	5/16	30,000
Chinese LA Daily News	Chinese / Newspaper	5/18	66,000
Zhong Guo Daily News	Chinese / Newspaper	5/18	66,000
New Khao Sod USA Newspaper	Thai / Newspaper	5/19	15,000
New Khao Sod USA Newspaper	Thai / Newspaper	5/19	15,000
Siam Media	Thai / Newspaper	5/20	10,000
SingTao Daily	Chinese / Newspaper	5/20	35,000
Weekend Balita	Filipino / Newspaper	5/21	40,000
International Daily	Chinese / Newspaper	5/25	40,000
Daily Sports Seoul	Korean / Newspaper	5/26	30,000
Korea Daily	Korean / Newspaper	5/26	80,000
China Press	Chinese / Newspaper	5/27	55,000
KAZN AM1300	Chinese / Radio	5/27	280,000
KAZN AM1300	Chinese / Radio	5/27	280,000
Taiwan Daily	Chinese / Newspaper	5/27	30,000
Asian Journal	Filipino / Newspaper	5/28	40,000
Chinese LA Daily News	Chinese / Newspaper	5/28	66,000
KMRB AM1430	Chinese / Radio	5/28	204,000
KMRB AM1430	Chinese / Radio	5/28	204,000
Taiwan Daily	Chinese / Newspaper	5/28	30,000
Zhong Guo Daily News	Chinese / Newspaper	5/28	66,000
World Journal	Chinese / Newspaper	5/30	85,000

Korea Daily	Korean / Online	5/31	25,000
Korean Sunday News	Korean / Newspaper	6/3	48,000
Thai LA News	Thai / Newspaper	6/4	10,000
Weekend Balita	Filipino / Newspaper	6/4	40,000
SingTao Daily	Chinese / Newspaper	6/5	35,000
Sereechai	Thai / Newspaper	6/11	12,000
International Daily	Chinese / Newspaper	6/14	40,000
Zhong Guo Daily News	Chinese / Newspaper	6/14	66,000
KSCI LA-18	Chinese / TV	6/22	300,983
Daily Sports Seoul	Korean / Newspaper	6/24	30,000
Asian Journal	Filipino / Newspaper	6/25	40,000
KMRB AM1430	Chinese / Radio	6/27	204,000
KSCI LA-18	Filipino / TV	6/27	250,000
China Press	Chinese / Newspaper	6/28	55,000
Korea Daily	Korean / Online	6/30	25,000
KAHZ AM1600	Chinese / Radio	7/1	280,000
KAZN AM1300	Chinese / Radio	7/1	280,000
Korean Sunday News	Korean / Newspaper	7/1	48,000
SingTao Daily	Chinese / Newspaper	7/2	35,000
Taiwan Daily	Chinese / Newspaper	7/2	30,000
Weekend Balita	Filipino / Newspaper	7/2	40,000
KSCI LA-18	Korean / TV	7/4	274,000
KSCI LA-18	Korean / TV	7/6	274,000
Daily Sports Seoul	Korean / Newspaper	7/7	30,000
Radio Seoul	Korean / Online	7/7	22,000
World Journal	Chinese / Newspaper	7/8	85,000
KAZN AM1300	Chinese / Radio	7/13	280,000
Korea Daily	Korean / Newspaper	7/13	80,000
Weekend Balita	Filipino / Newspaper	7/13	40,000

Asian & Pacific Islander			
Spokespeople / Subject Matter Experts			
Name	Language	Title	Area of Expertise
Esther Moo, REHS	English & Mandarin	DPH, Environmental Health	Environmental Health Specialist III
Rachael Lee	English & Korean	DPH, Service Planning Area 4 (Metro)	Nurse Manager
Cristin Mondy	English & Tagalog	DPH, Service Planning Area 4 (Metro)	Acting Area Health Officer
Melanie Donor	English & Tagalog	DPH, Service Planning Area 4 (Metro)	Public Health Nurse
Campaign Rationale			
<p>SAESHE is a full-service public relations and marketing communications agency with 19 years of professional experience. SAESHE's extensive experience in the management and implementation of Asian American targeted communication campaigns has cultivated strong relationships with dynamic Asian media as well as Asian American community based organizations and clinics.</p>			

Emergency Preparedness Media Flow Chart

Weeks:	7/25	8/1	8/8	8/15	8/22	8/29	9/5	9/12
TV - Anglo								
KCAL								
KTLA								
TV-Spanish								
KFTR								
KVEA								
KMEX								
Cable								
Adlink								
Outdoor								
Outdoor - 80 Bus Tails								
Outdoor - 27 Bus Tails								
Outdoor - 20 Shelters								
Radio-Anglo :30s								
KFWB-AM								
KABC-AM								
KABC Dodger Pkg								
KSWD-FM								
Radio-AA:30s								
KJLH-FM								
Radio-Asian :30's								
KAZN*								
KAHZ								
KMRB								
KMPC								
Radio Spanish :30s								
KDLD								
KSSE								
KTNG-Dodgers								
Print								
LA Times - 1/2 pg								
LA Opinion - 1/4 pg								
The Sentinel 1/4 pg								
Chinese Daily 1/4 pg								
Korean Daily 1/4 pg								
Asbarez 1/4 pg								
LANG Group 1/4 pg								
Eastern Group 1/4 pg								
Color coding:								
Radio								
Print								
Outdoor								
Cable								
TV								

\*simulcast w/ KAHZ